

## SWOT ANALYSIS

### What Is A SWOT Analysis?

A personal SWOT analysis is a useful tool for individuals who want to assess their current situation and plan for the future. **SWOT** stands for **Strengths**, **Weaknesses**, **Opportunities**, and **Threats**, and a personal SWOT analysis is an assessment of each of these four areas in relation to oneself.

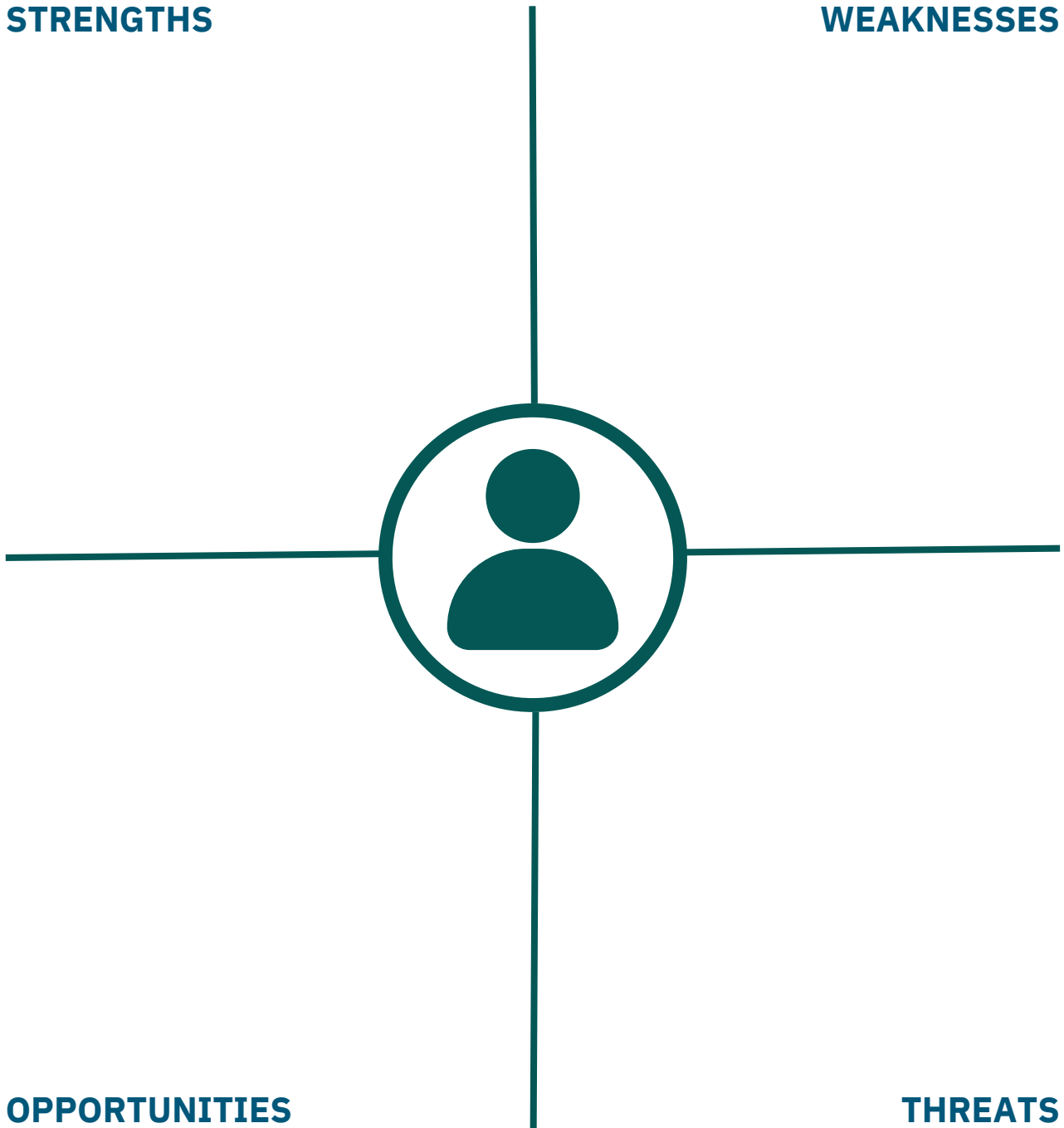
To conduct a personal SWOT analysis, begin by identifying your strengths and weaknesses. Be honest with yourself and try to identify areas in which you excel as well as areas in which you may need to improve. Next, identify potential opportunities for growth and development, such as new job opportunities or training programs. Finally, identify any potential threats to your goals, such as economic downturns or changes in your industry.

Once you have completed your personal SWOT analysis, use the information to develop a plan for achieving your goals. Focus on leveraging your strengths, addressing your weaknesses, pursuing opportunities for growth and development, and mitigating any potential threats.



**STRENGTHS**

**WEAKNESSES**



**OPPORTUNITIES**

**THREATS**